

the
Data, Technology and Analytics (DaTA)
unit

Evidence-based competition law, in a digital world

- **Demand**

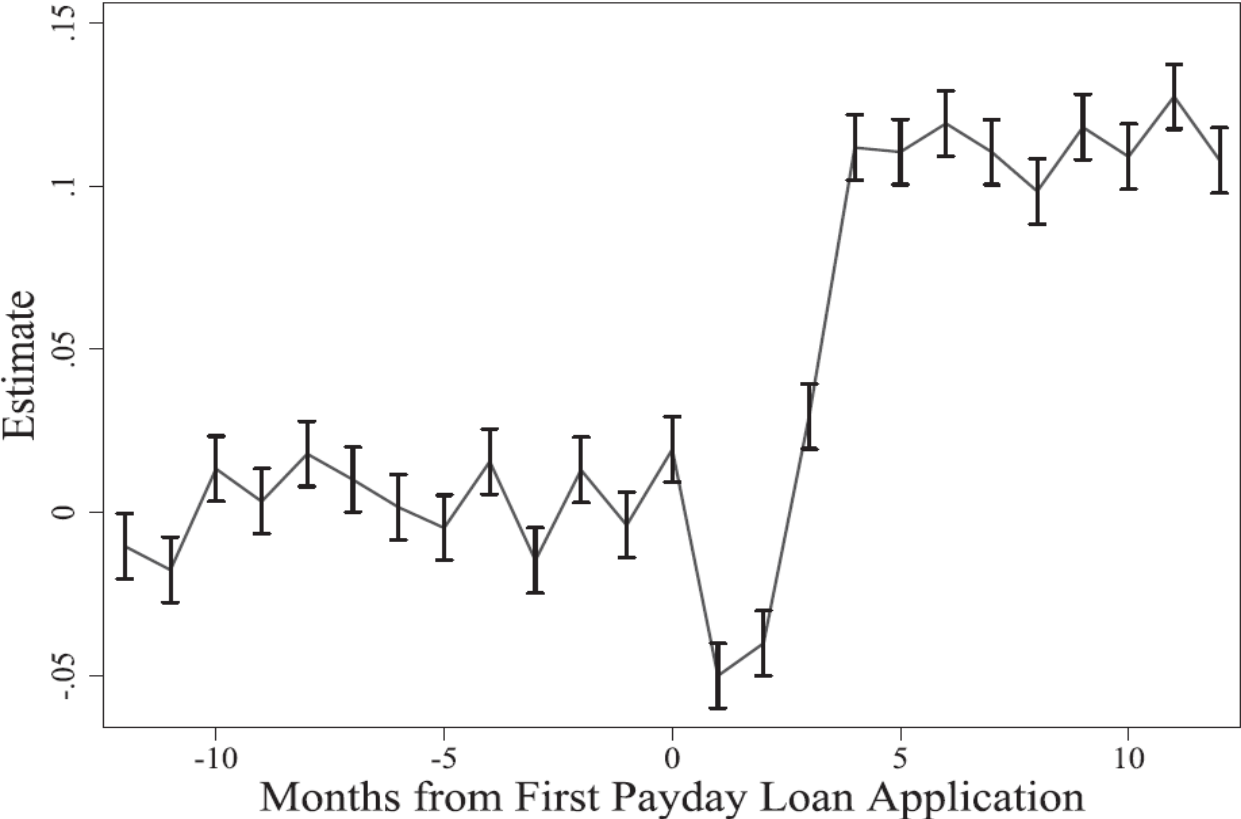
- How are consumers really making choices?
- What is in consumers' best interest?

- **Supply**

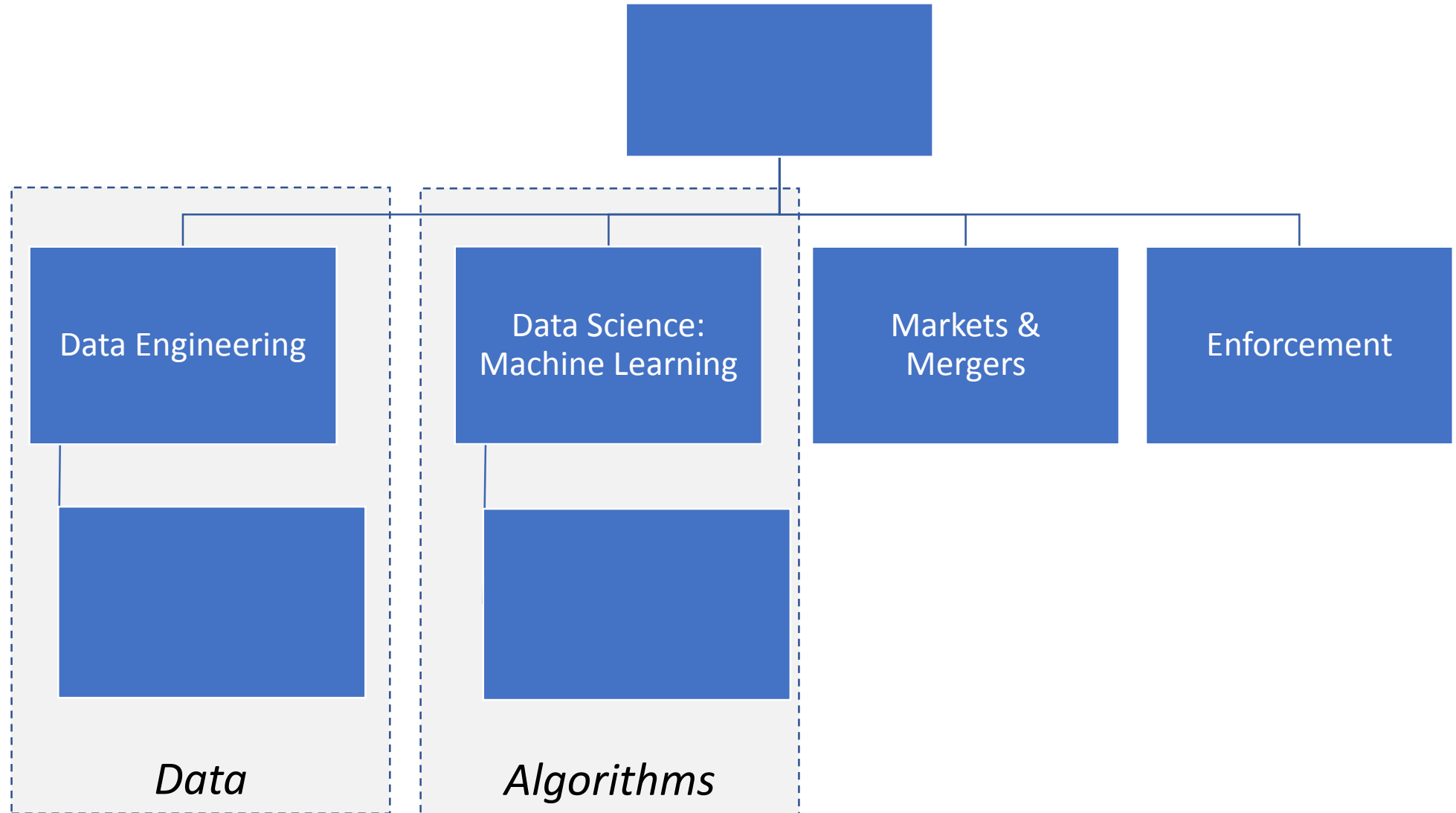
- How are firms making pricing and offering decisions, e.g. algorithms?
- How can we understand their strategies?

Payday loans example

Exceeded overdraft limit



DaTA Organisational Chart



What will DaTA do?

	Firms	CMA
Data (engineering)	<ul style="list-style-type: none">• How firms store data, how to request it• Who controls or owns what data? Who gets access?• Data privacy, access and regulation	<ul style="list-style-type: none">• Defining, collecting, receiving, ingesting, extracting and cleaning• Handling large admin datasets• Maps, clickstream, web scraping, images, video, cookies, APIs...
Algorithms (machine learning)	<ul style="list-style-type: none">• Understand and audit how firms are using algorithms, the impact and any issues• Fairness, transparency and explainability	<ul style="list-style-type: none">• Natural Language Processing• Supervised and unsupervised machine learning• Visualisation• Coding quality

Example projects

- Understanding firms' behaviour
 - Platforms and online advertising
 - Pricing, ranking & advertising algorithms
- Advancing technological frontier
 - Merger counterfactuals/ prediction
 - Handling new data types
 - Data visualisations
- Automation and efficiency
 - Improving data collection
 - Discovery in documents, e.g. mergers
 - Summarising qualitative evidence
 - Automation, e.g. local analysis, or monitoring remedies

Technology vs. Financial Services

- Platforms have much influence on consumer decisions, as financial firms
- 90% of retail financial regulation due to behavioural market failures



- Balance more actively firms' and consumers' interests
- Ex-ante regulation and dedicated industry experts